

What is claimed is:

1. A method for presenting programming information to a viewer, the method comprising:
 - identifying a plurality of programming information display options;
 - generating, at a programming listing server, a first display configuration, wherein the first display configuration corresponds to a first combination of the options included in the plurality of programming information display options;
 - generating, at a programming listing server, a second display configuration, wherein the second display configuration corresponds to a second combination of the options included in the plurality of programming information display options;
 - storing the first display configuration and the second display configuration in a memory associated with the programming listing server;
 - selecting one of the first display configuration and the second display configuration to send to the viewer, wherein the first display configuration is sent to the viewer responsive to the viewer being associated with the first combination of the options and wherein the second display configuration is sent to the viewer responsive to the viewer being associated with the second combination of the options; and
 - providing the selected one of the first display configuration and the second display configuration to the viewer.
2. The method of claim 1, wherein the programming information display options comprise:

a plurality of viewing preferences selectable by the viewer.

3. The method of claim 1, wherein the programming information display options comprise:

a set-top box characteristic.

4. The method of claim 1, wherein the first display configuration comprises:
an HTML page.

5. The method of claim 1, wherein the first display configuration comprises:
JavaScript code.

6. The method of claim 1, wherein the first display configuration comprises:
an XML page.

7. The method of claim 1, wherein the first display configuration comprises:
a JavaScript data structure.

8. The method of claim 1, further comprising:
receiving a request from the viewer for programming information; and
determining which combination of the options is associated with the viewer.

9. The method of claim 1, further comprising:

generating at the programming listing server an indication to update a viewer-
local program listing source; and

determining which combination of options is associated with the viewer;

wherein providing the selected one of the first display configuration and the
second display configuration to the viewer comprises:

responsive to the indication, pushing the selected one of the first display
configuration and the second display configuration to the viewer-local program listing
source.

10. A system for presenting programming information to a viewer, the system comprising:

a processor;

a memory device connected to the processor; and

a plurality of instructions stored on the memory device, the plurality of instructions configured to cause the processor to:

generate a first display configuration, wherein the first display configuration corresponds to a first combination of display options included in a plurality of display options;

generate a second display configuration, wherein the second display configuration corresponds to a second combination of display options included in the plurality of display options;

select one of the first display configuration and the second display configuration to send to the viewer, wherein the first display configuration is sent to the viewer responsive to the viewer being associated with the first combination of display options and wherein the second display configuration is sent to the viewer responsive to the viewer being associated with the second combination of display options; and

initiate transfer of the selected one of the first display configuration and the second display configuration to the viewer.

11. A method for presenting programming information to a viewer, the method comprising:

identifying a plurality of programming information display options;

generating, at a programming listing server, a plurality of display configurations, wherein each of the plurality of display configurations corresponds to a set of the plurality of programming information display options;

storing the plurality of display configurations in a memory associated with the program listing server;

selecting one of the plurality of display configurations to send to the viewer, wherein the selected one of the plurality of display configurations corresponds to one set of the plurality of programming information display options associated with the viewer;

and

providing the selected one of the first display configuration and the second display configuration to the viewer.

12. The method of claim 11, wherein the plurality of display configurations comprises:

a set-top box characteristic.

13. The method of claim 11, further comprising:

receiving a request from the viewer for programming information; and

determining which of the plurality of programming information display options is associated with the viewer.

14. The method of claim 11, further comprising:

 caching, at the program listing server, the selected one of the plurality of display configurations.

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15. A system for presenting programming information to a viewer, the system comprising:

means for identifying a plurality of programming information display options;

means for generating a plurality of display configurations, wherein each of the plurality of display configurations corresponds to a set of the plurality of programming information display options;

means for selecting one of the plurality of display configurations to send to the viewer, wherein the selected one of the plurality of display configurations corresponds to one set of the plurality of programming information display options associated with the viewer; and

means for providing the selected one of the first display configuration and the second display configuration to the viewer.